



exploring the relational responding task (RRT) as a measure of language attitudes

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RU Quantitative Lexicology and Variational Linguistics

introduction

- lack of methodological innovation in language attitude research
vs.
enormous productivity in the development of implicit attitude measures in social psychology

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→ which of these social psychological measures could be useful to study the social meaning of language variation?

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Relational Responding Task



overview

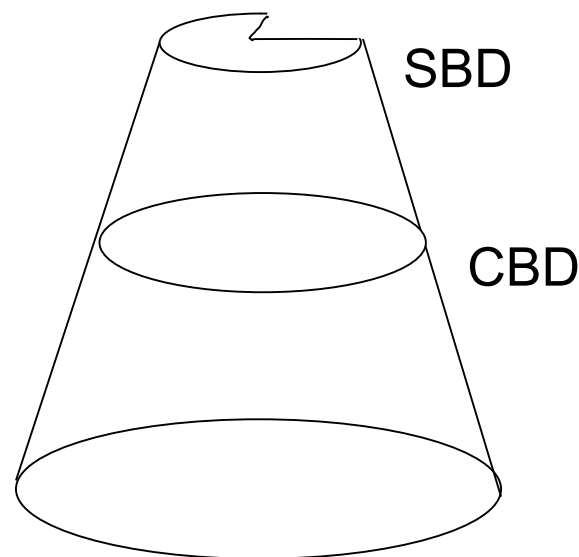
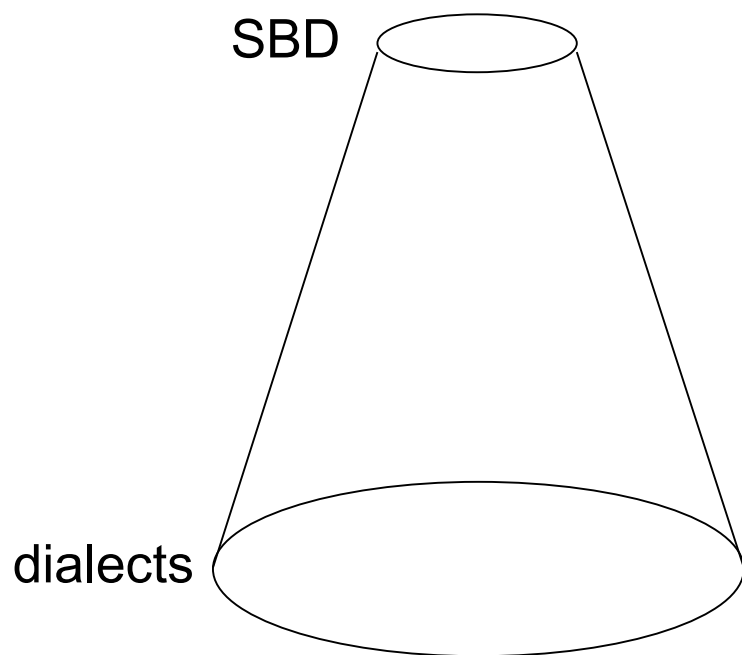
- linguistic background
- RRT 101
- methodology
- results

linguistic background

- varieties under study:
 - Standard Belgian Dutch (SBD)
 - Colloquial Belgian Dutch (CBD)

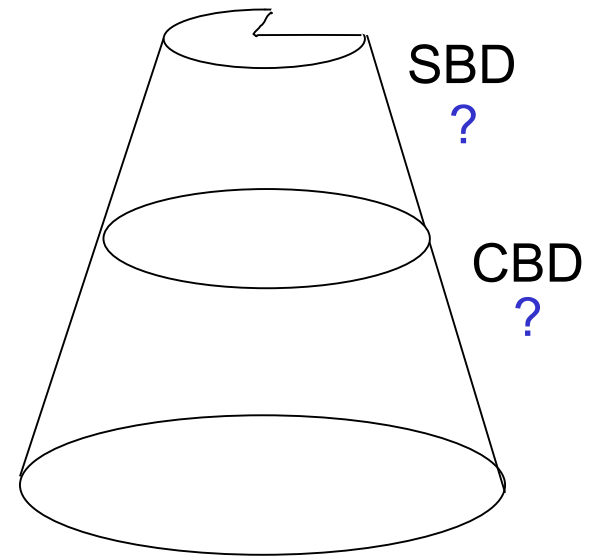
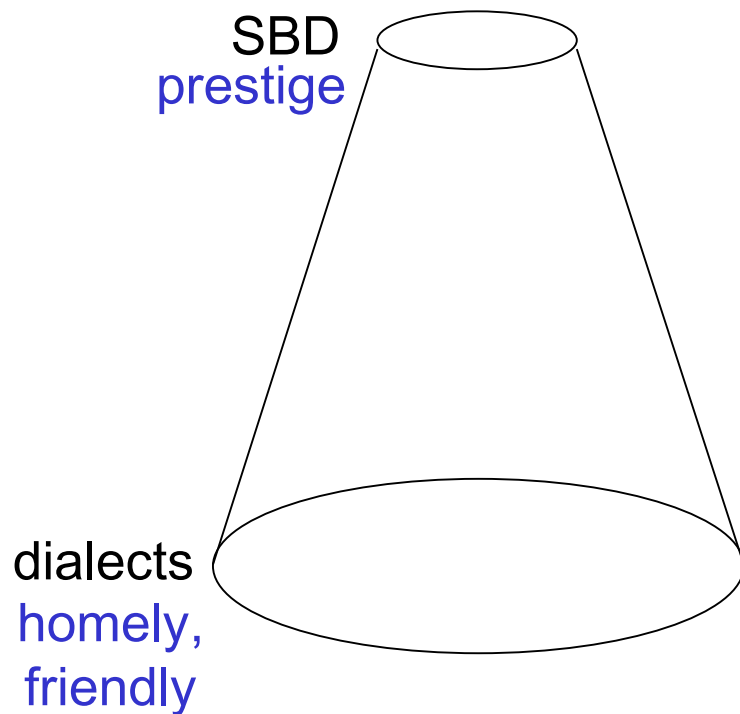
linguistic background

- change in production:



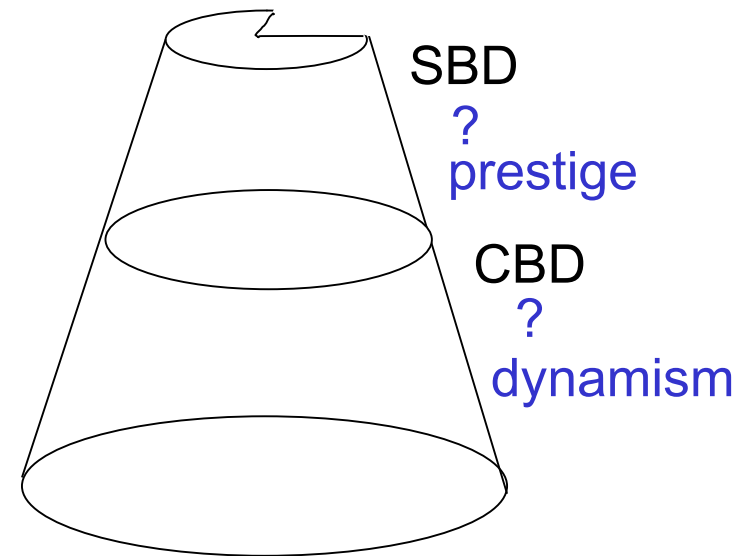
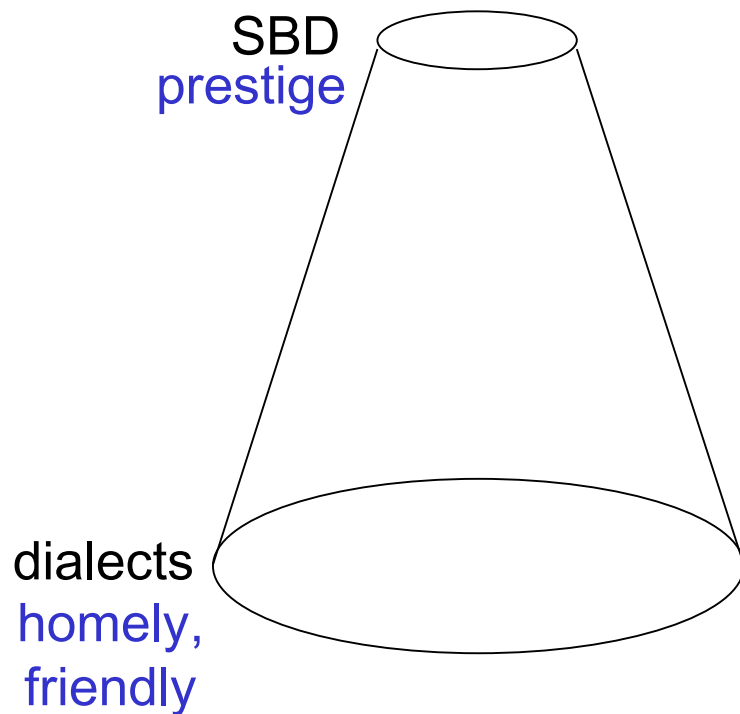
linguistic background

- what about perception?



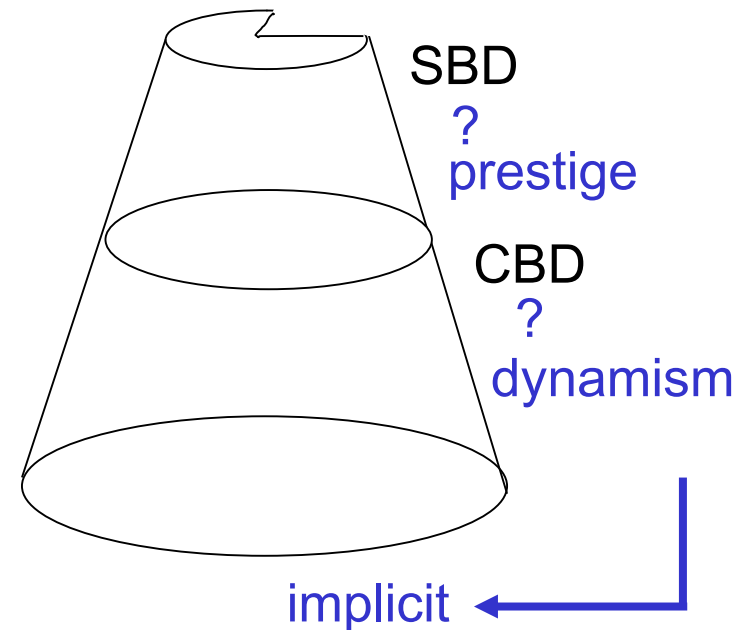
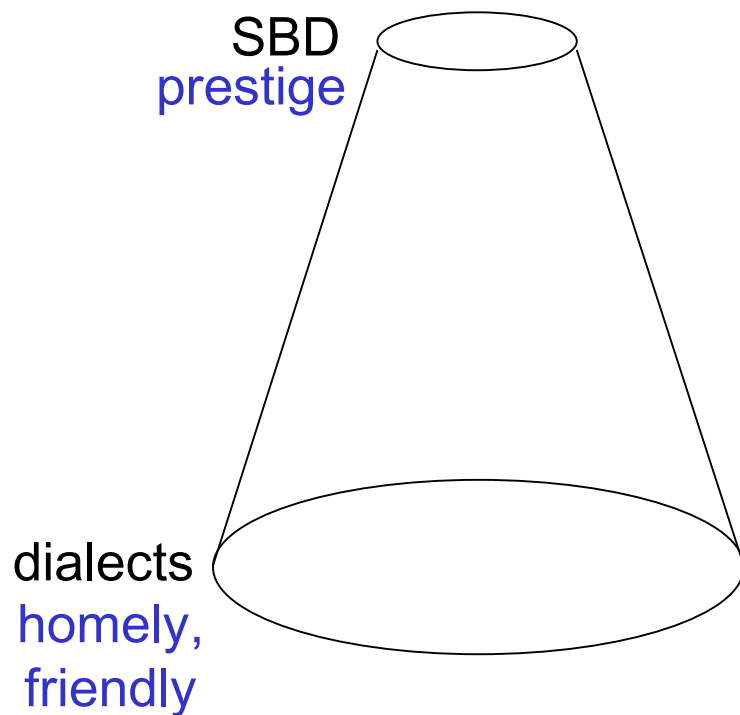
linguistic background

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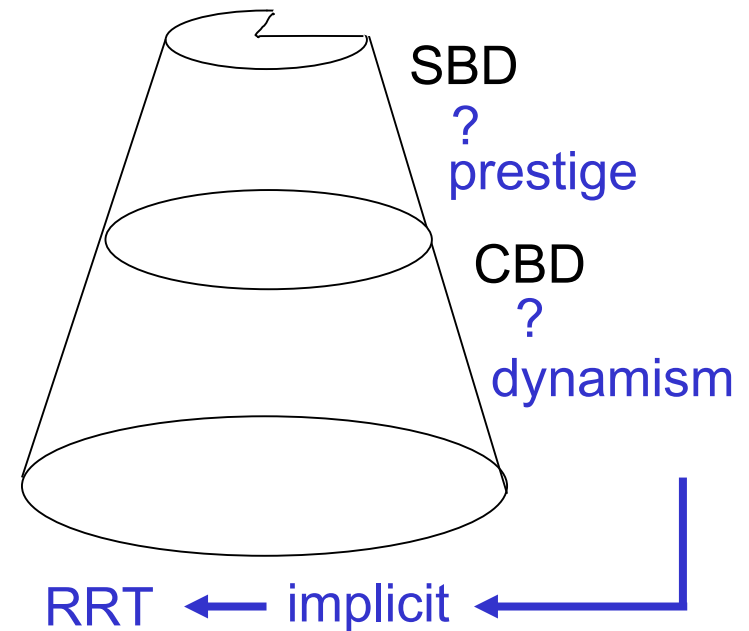
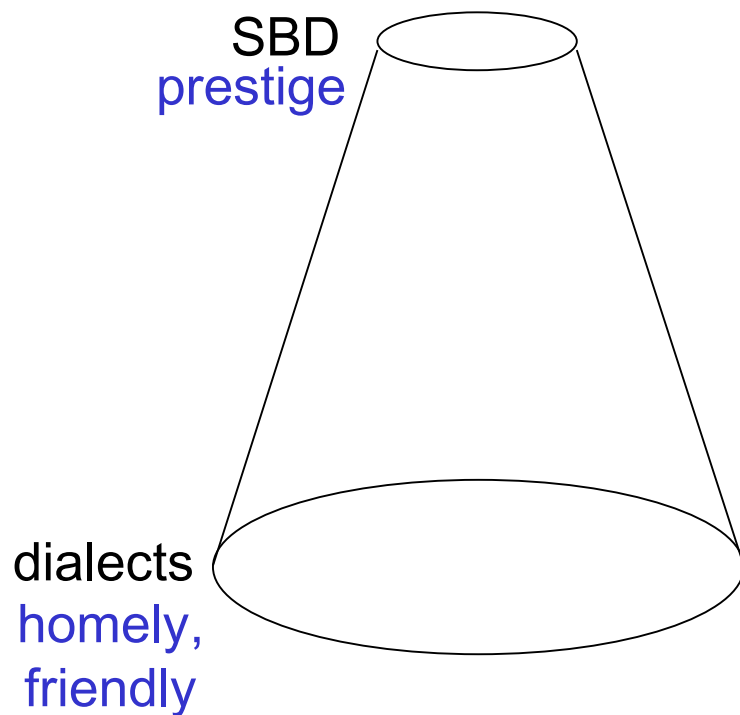
linguistic background

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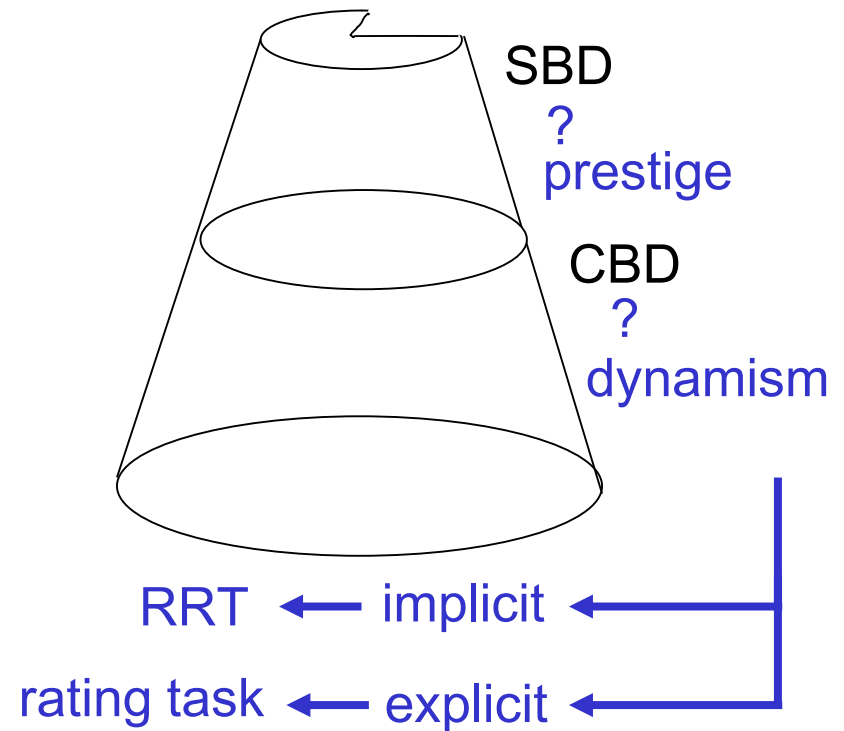
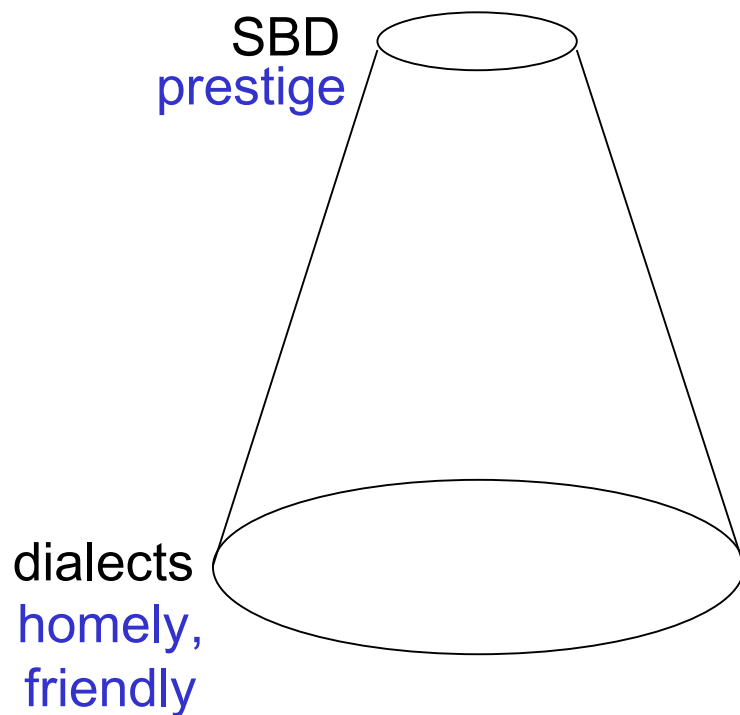
linguistic background

- what about perception?



linguistic background

- what about perception?



linguistic background

- hypotheses:
 - SBD associated with prestige evaluations
 - in both implicit and explicit measurement
 - CBD associated with dynamism evaluations
 - in implicit measurement, maybe in explicit measurement

RRT 101



RRT 101

	BELIEF	INDUCER
stimuli	<p>variety A sounds more prestigious than variety B</p> <p>statements</p> <p><i>variety A sounds more intelligent than variety B</i></p> <p><i>variety B sounds less clever than variety A</i></p> <p><i>variety B sounds more intelligent than variety A</i></p> <p><i>variety A sounds less clever than variety B</i></p> <p>...</p>	<p>true:</p> <p><i>'true', 'correct',</i> <i>'exact',...</i></p> <p>false:</p> <p><i>'false', 'wrong',</i> <i>'incorrect',...</i></p>

RRT 101

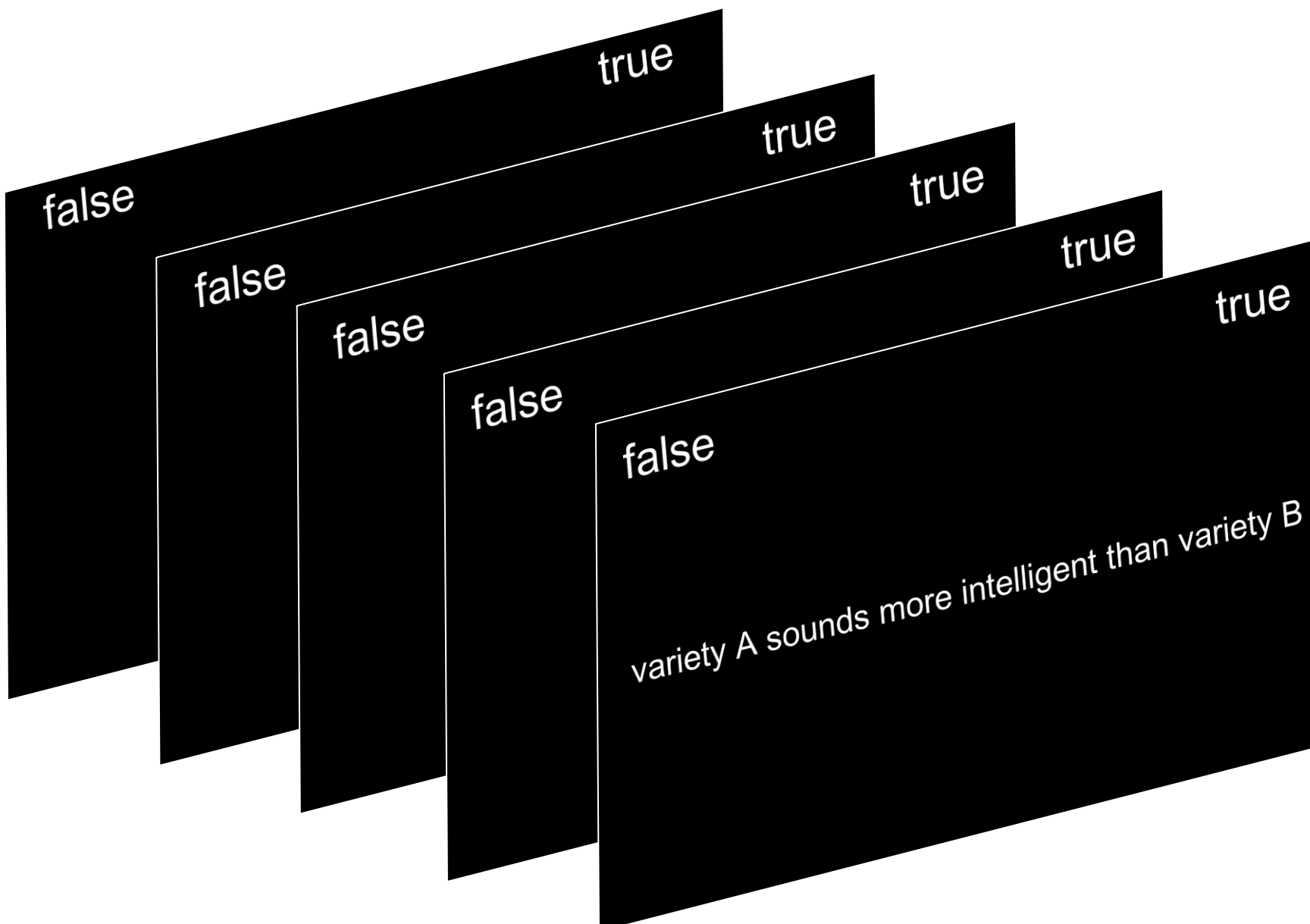
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RRT 101

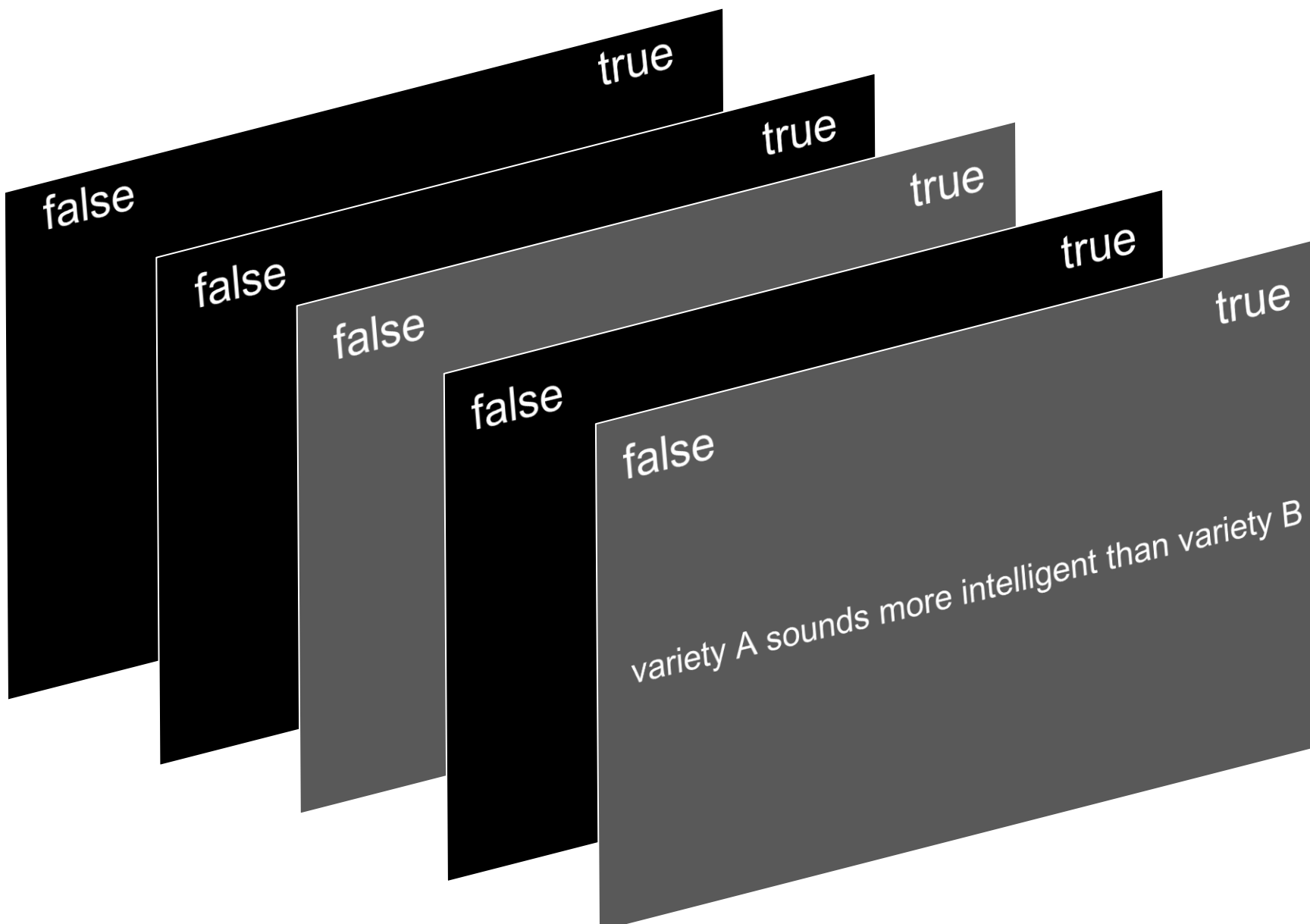
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RRT 101





5 blocks of trials



practice blocks

inducer trials

false

true

false

true

true

false

false

true

false

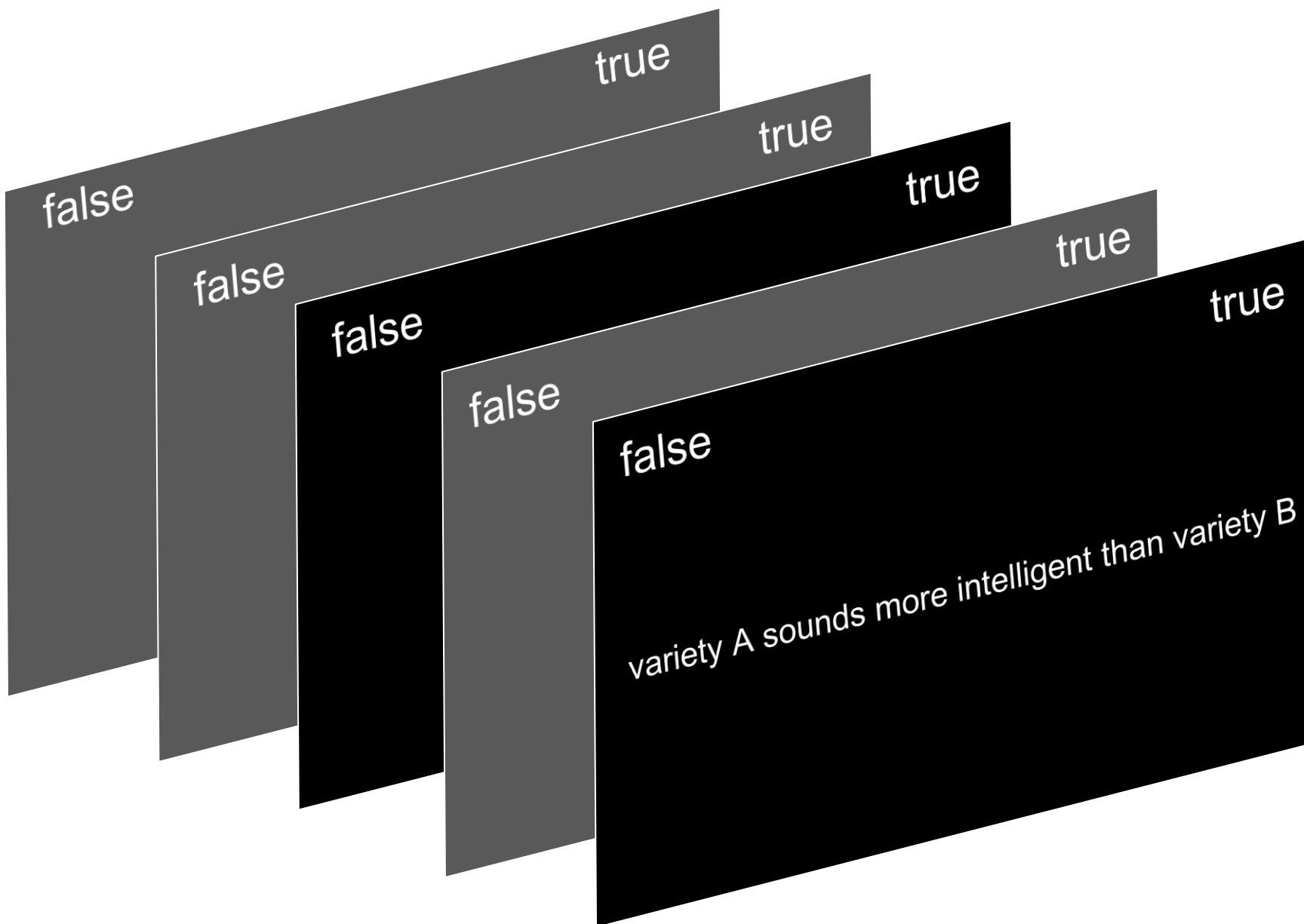
true

variety A sounds more intelligent than variety B

react in line with rule 1

react in line with rule 2

practice blocks



experimental blocks 3 & 5

false

true

correct

false

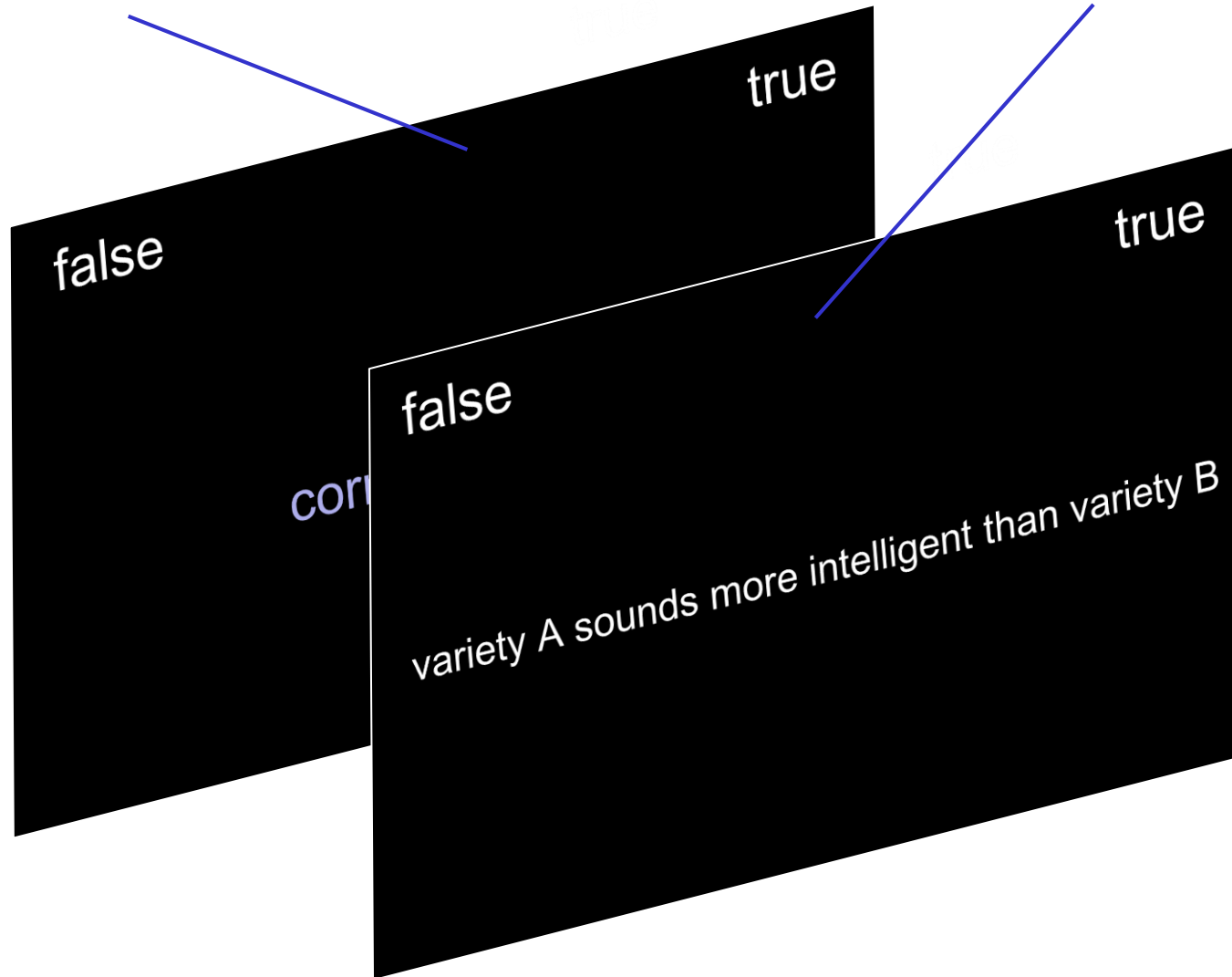
true

variety A sounds more intelligent than variety B

experimental blocks 3 & 5

inducer trials +
statements: react in line with rule 1

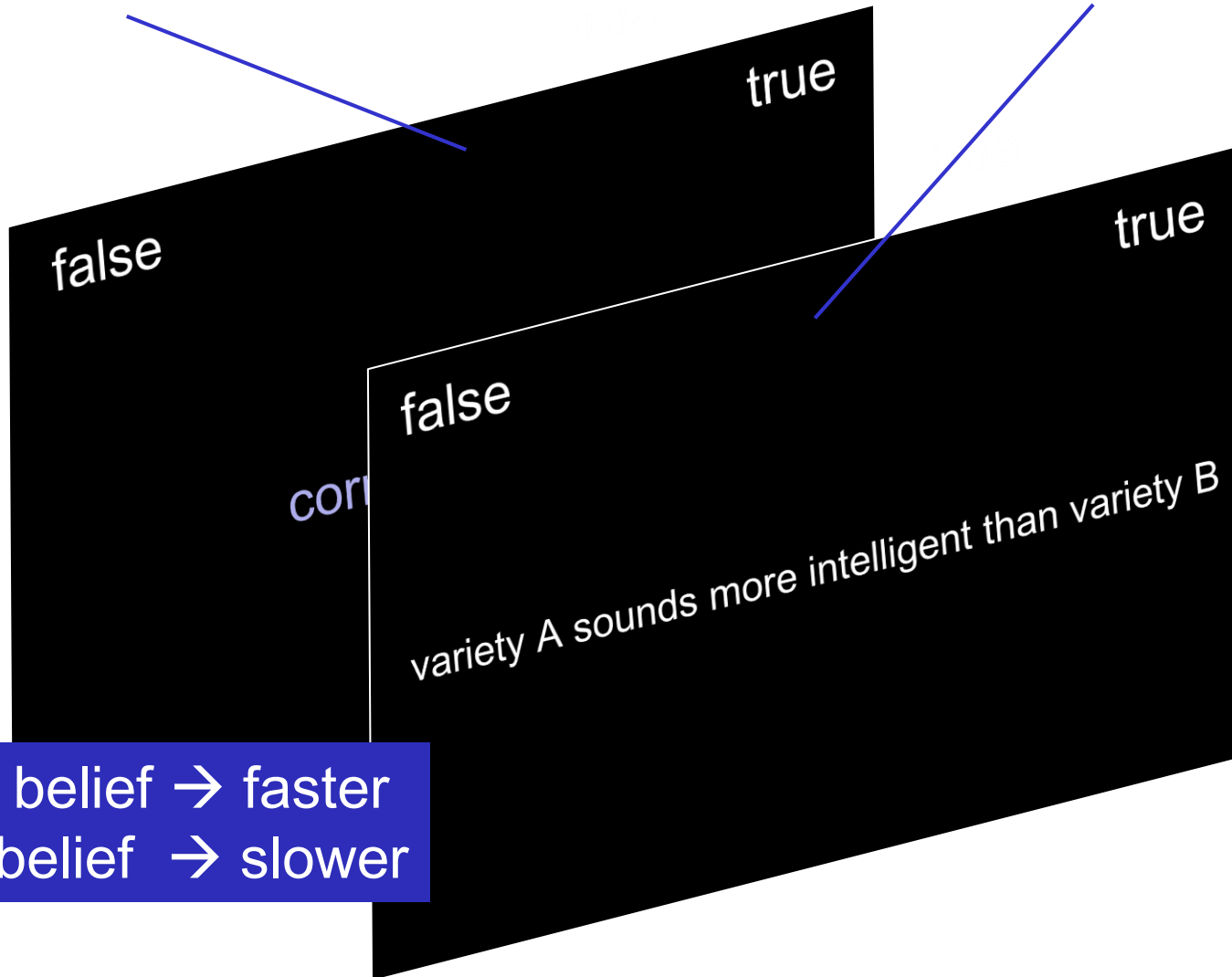
inducer trials +
statements: react in line with rule 2



experimental blocks 3 & 5

inducer trials +
statements: react in line with rule 1

inducer trials +
statements: react in line with rule 2



rule = own belief → faster
rule ≠ own belief → slower

experimental blocks 3 & 5

inducer trials +
statements: react in line with rule 1

inducer trials +
statements: react in line with rule 2

false

true

false

true

corn

variety A sounds more intelligent than variety B

comparing reaction times in
experimental blocks with
contrastive rules

experimental blocks 3 & 5

methodology – experimental design

methodology – experimental design

- implicit measurement \rightarrow RRT
+
explicit measurement \rightarrow rating task

- procedure:

$RRT_{(prestige/dynamism)} - RRT_{(prestige/dynamism)} - \text{explicit rating task}$

- online

methodology – experimental design

- 5 conditions
 - labelling varieties in statements



SBD



CBD

methodology – experimental design

- 5 conditions
 - labelling varieties in statements



SBD

AN

AN

fragment 1

Pieter

Bart Schols



CBD

tussentaal

dialect

fragment 2

Jonas

Otto-Jan Ham

} focus on speech

} focus on audio sample

} focus on speaker

methodology – experimental design

- 5 conditions
 - labelling varieties in statements



Bart Schols



Otto-Jan Ham

focus on speech

focus on audio sample

focus on speaker

methodology – experimental design

- implicit measurement → RRT

statements

prestige: *smart, rich, intelligent / stupid, poor, ignorant...*

dynamism: *trendy, entertaining, relaxed / old-fashioned, serious,...*

- explicit measurement → rating task

* Wie klinkt het meest...

chill? fragment 1 fragment 2

ernstig? fragment 1 fragment 2

entertainend? fragment 1 fragment 2

methodology – participants

- participants
 - total: 391

AN & tussentaal	AN & dialect	fragment 1 & 2	BS & OJH	Jonas & Pieter
63	51	160	65	52

- predominantly Flemish students
- $M_{\text{age}} = 20.57$
- gender: 77% f

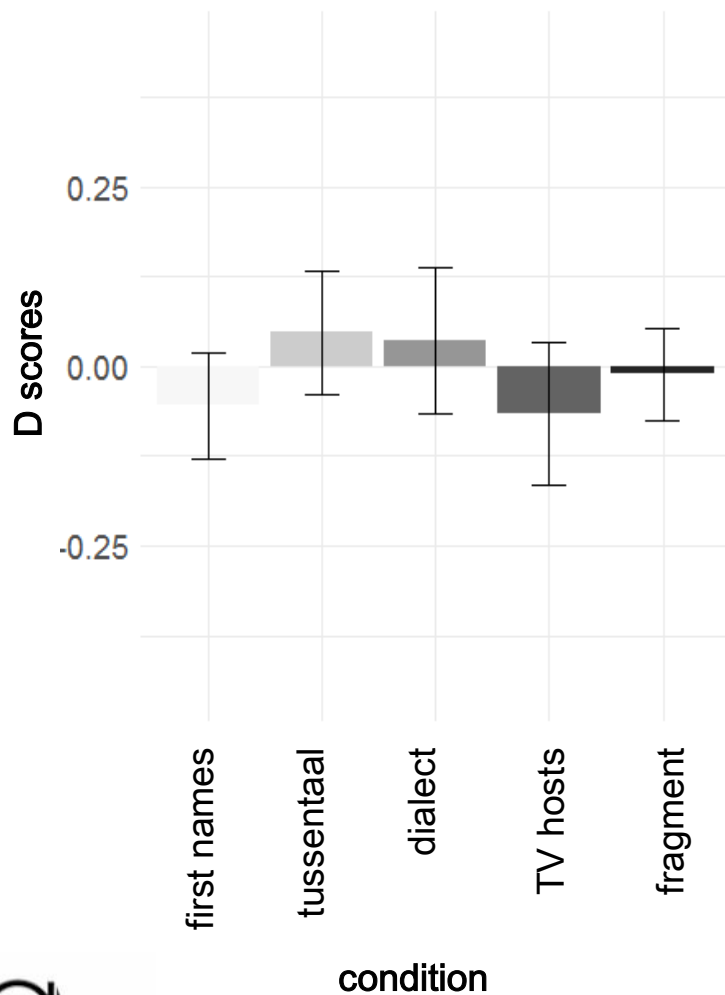
methodology – analysis

- RRT:
d scores = mean difference score between two experimental blocks (cfr. IAT)
- explicit rating task:
factor analysis = dimension reduction technique

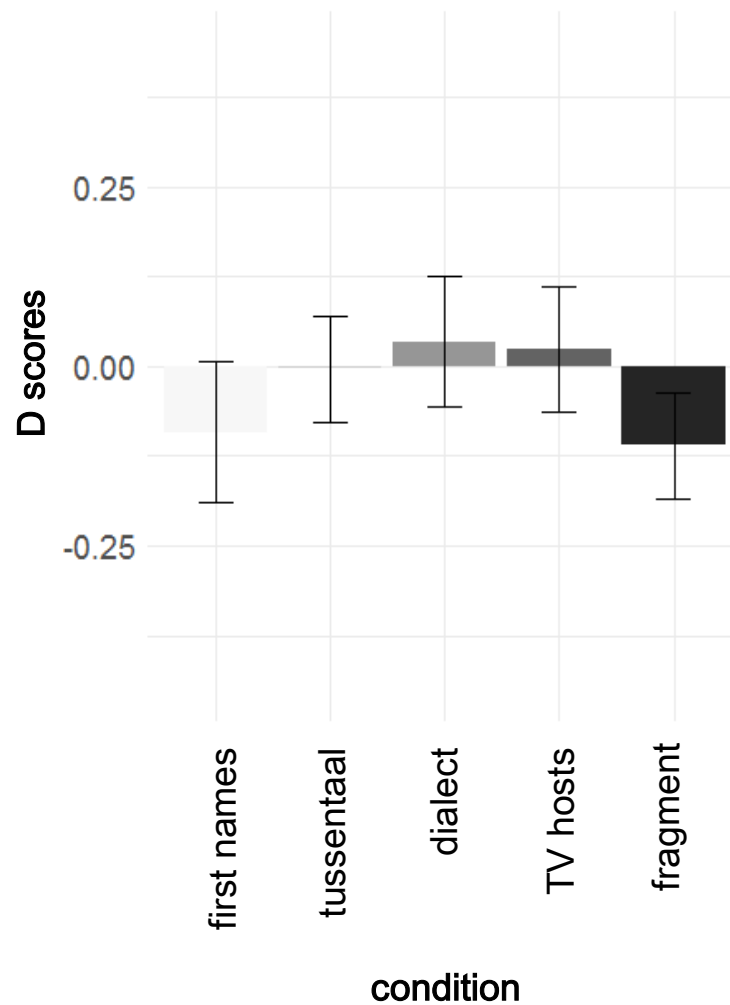
results

results - RRT

prestige

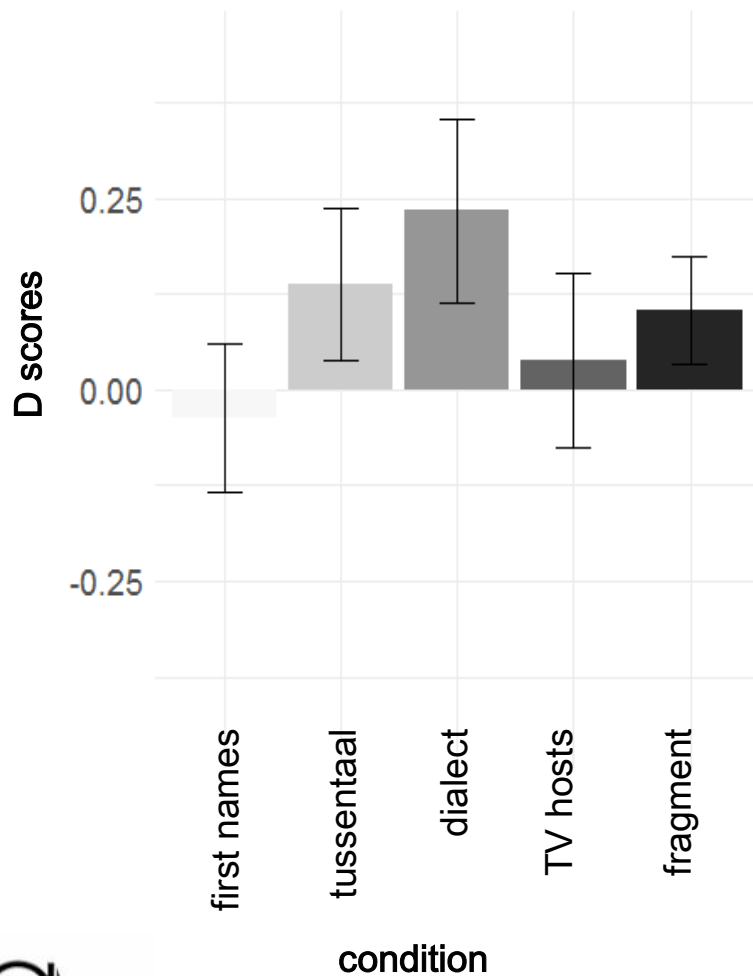


dynamism

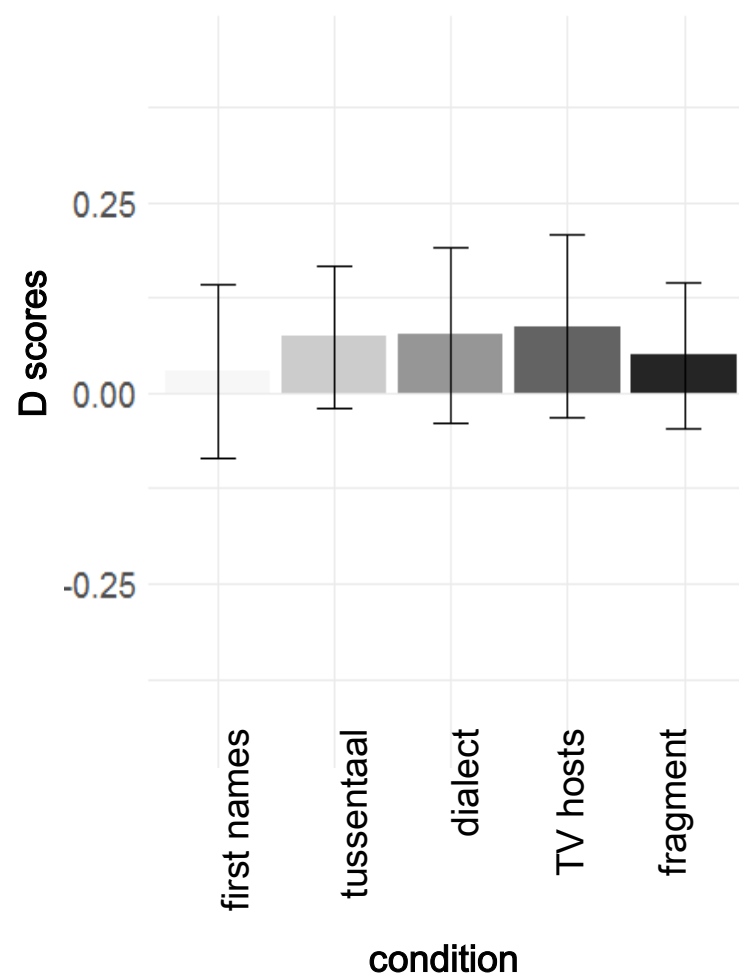


results - RRT

prestige – RRT2



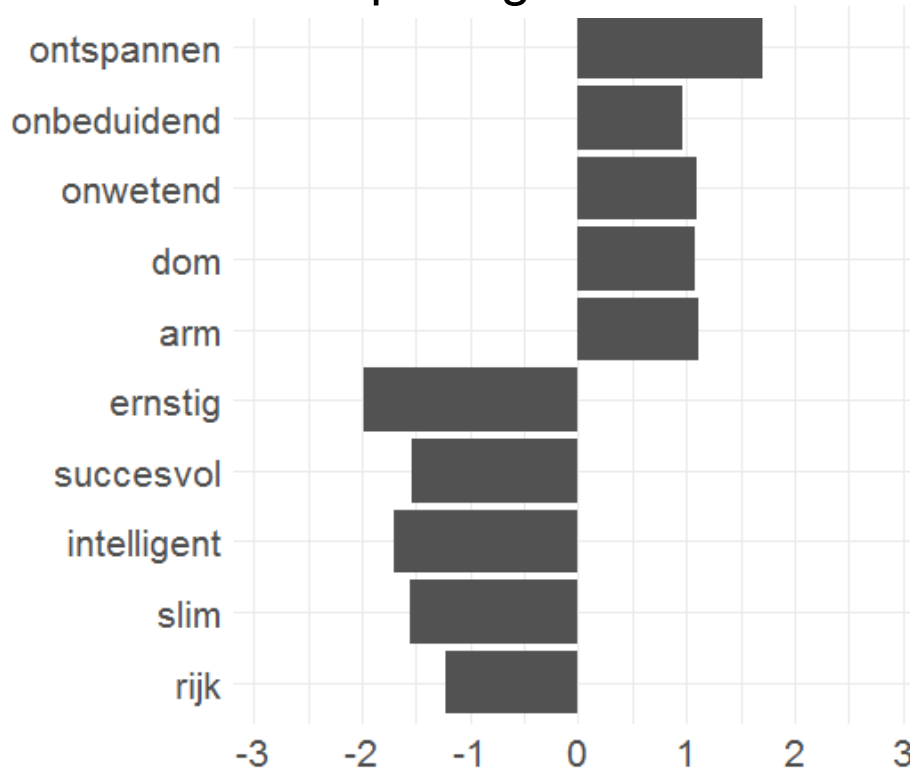
dynamism – RRT2



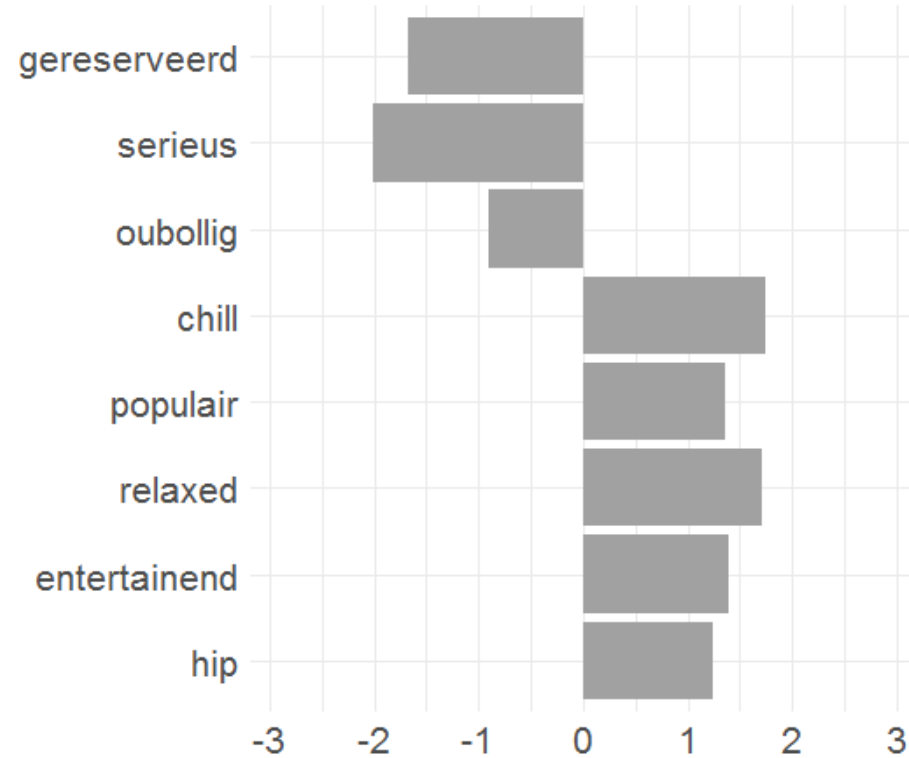
results – explicit rating task

results – explicit rating task

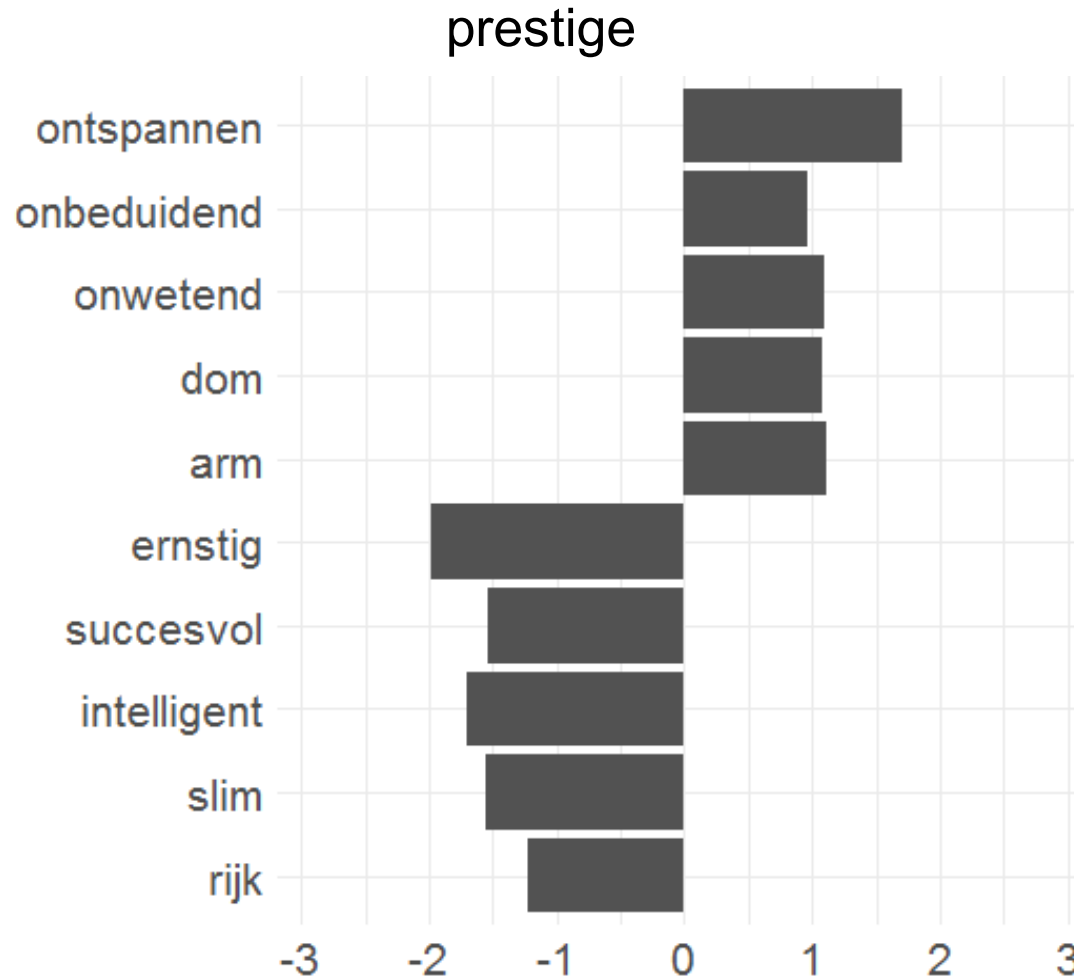
prestige



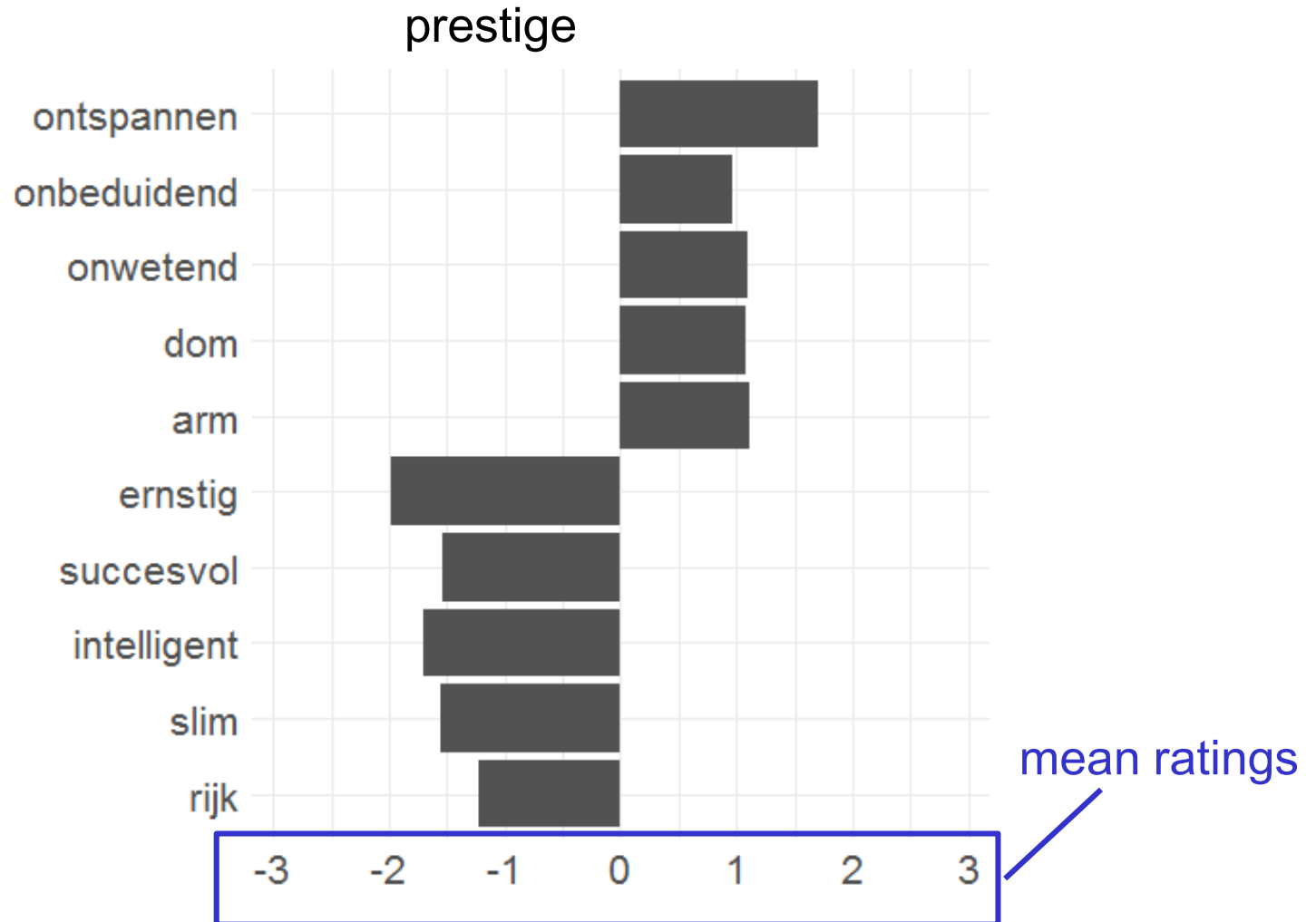
dynamism



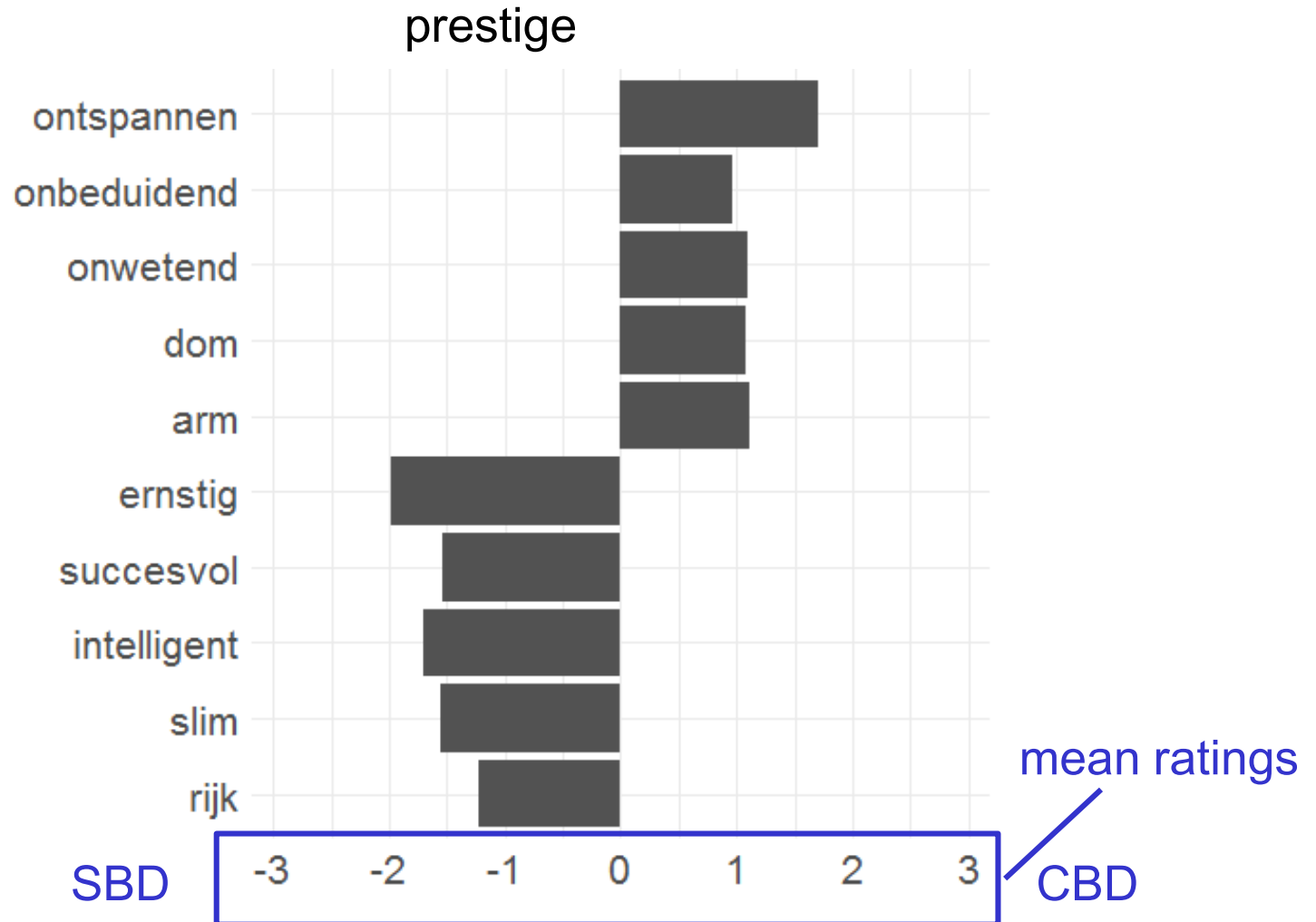
results – explicit rating task



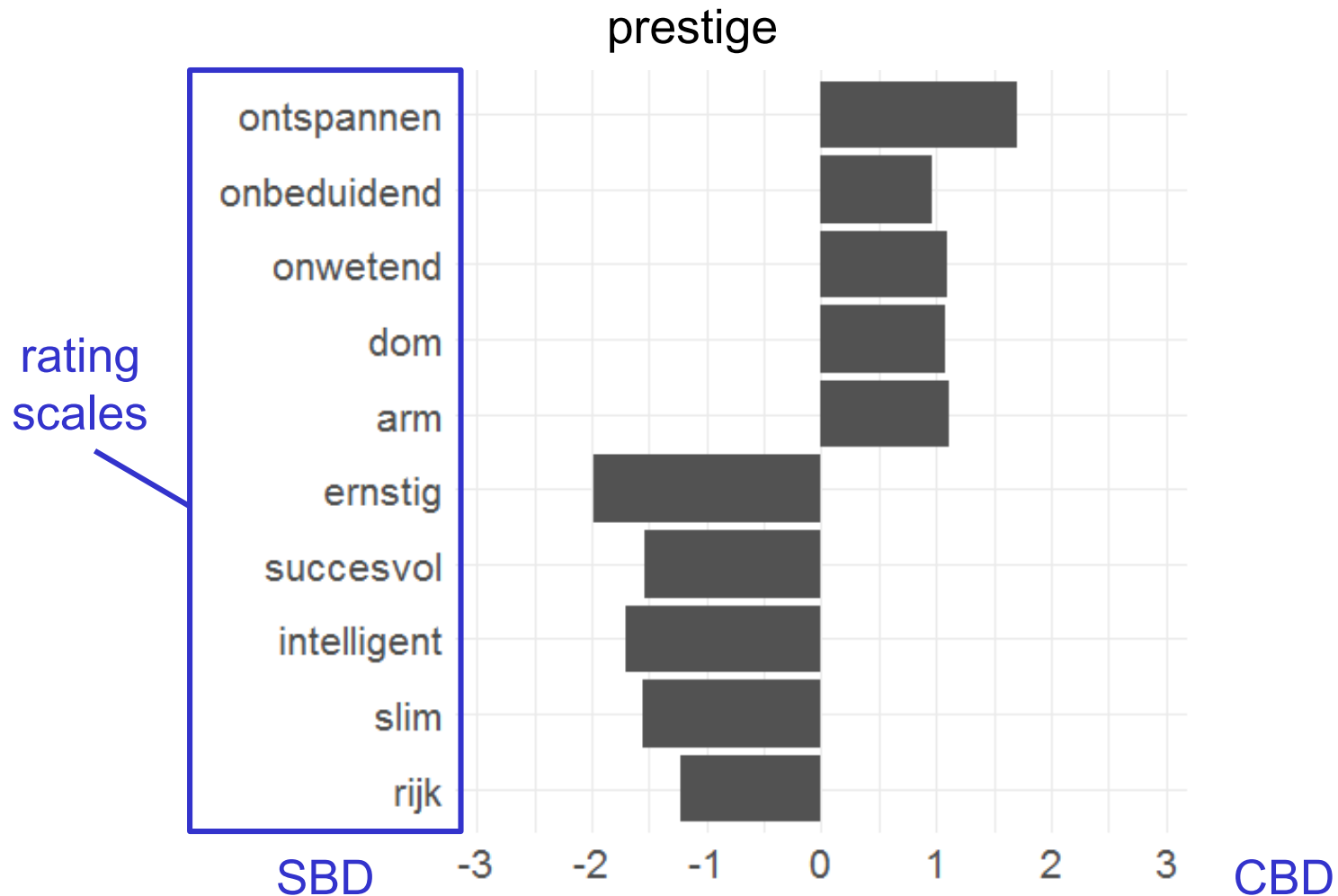
results – explicit rating task



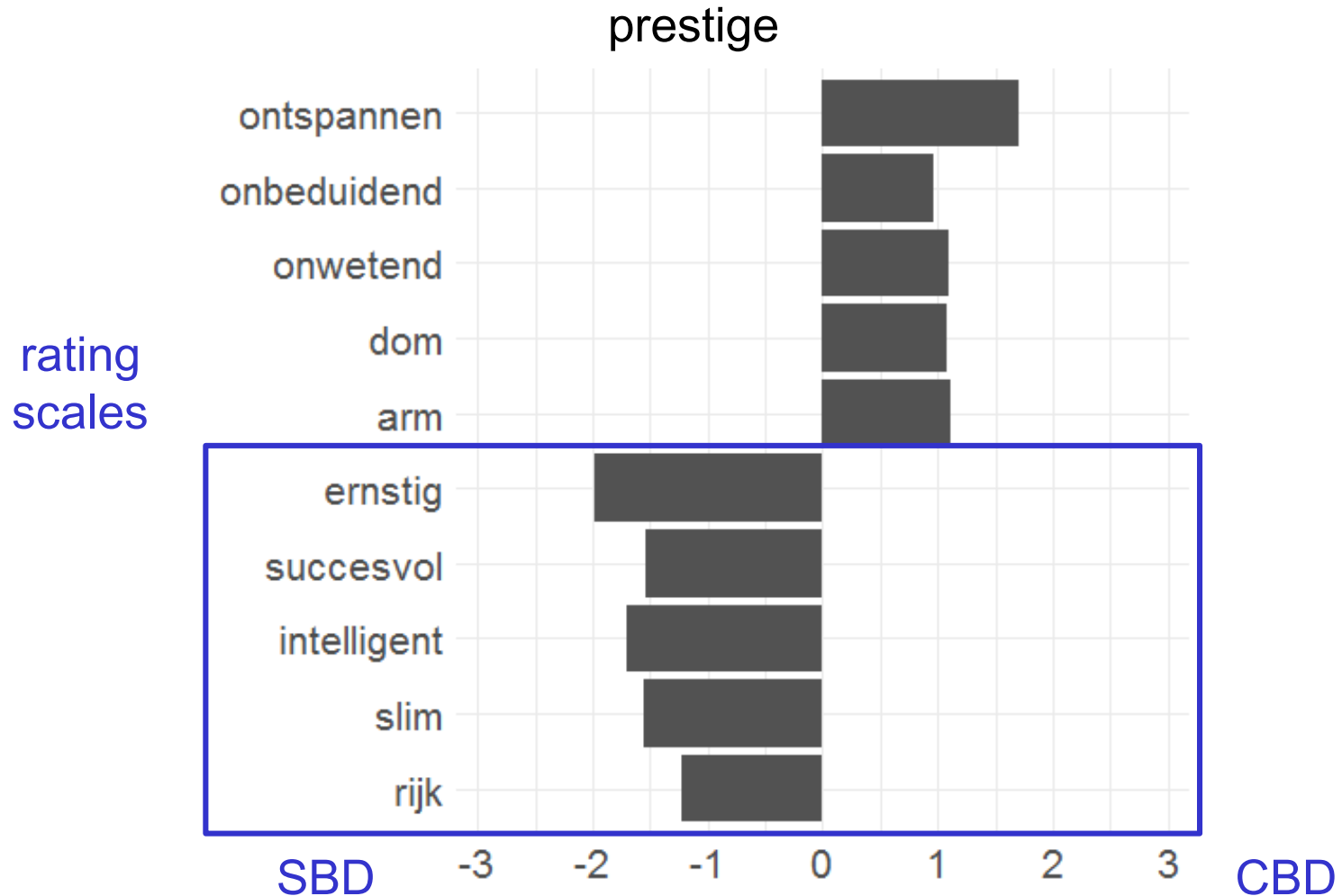
results – explicit rating task



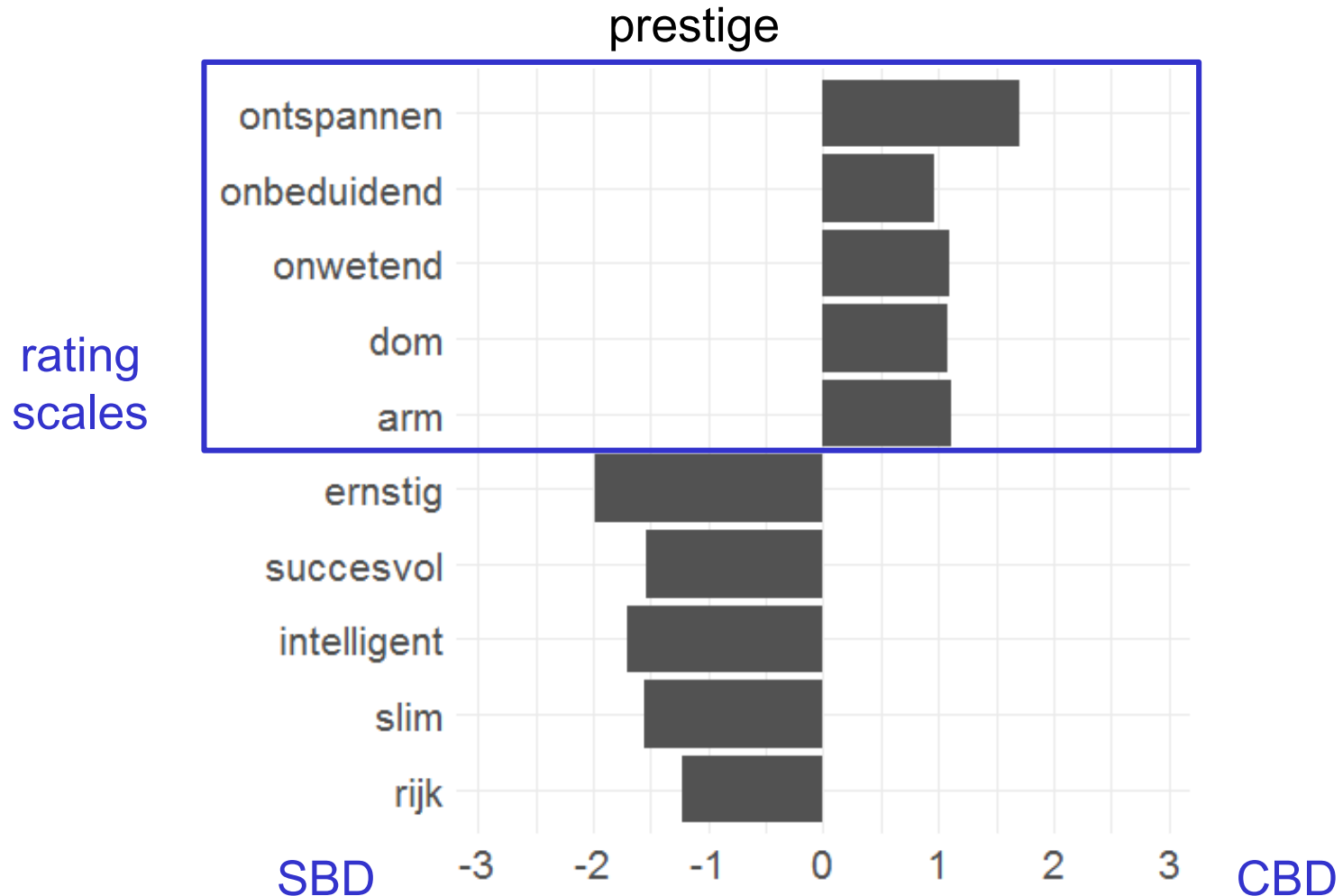
results – explicit rating task



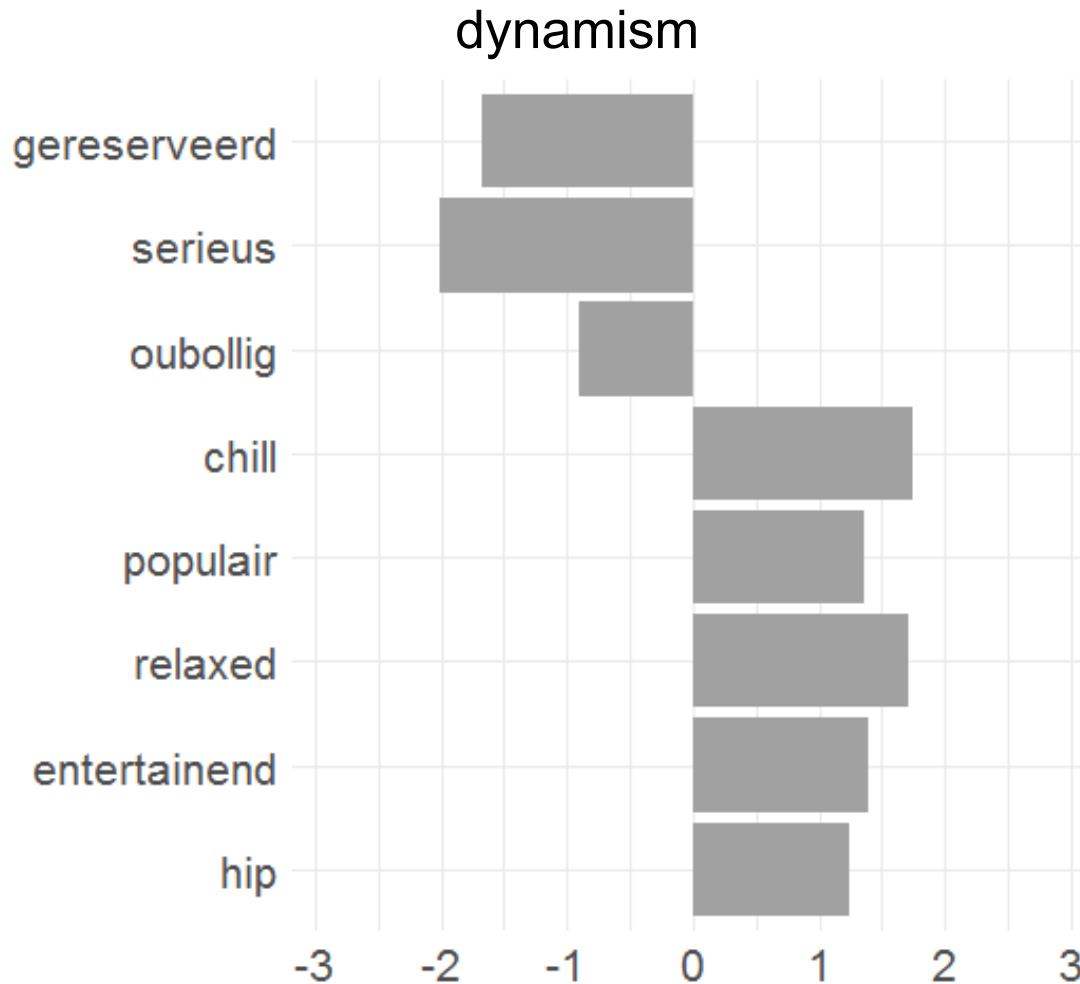
results – explicit rating task



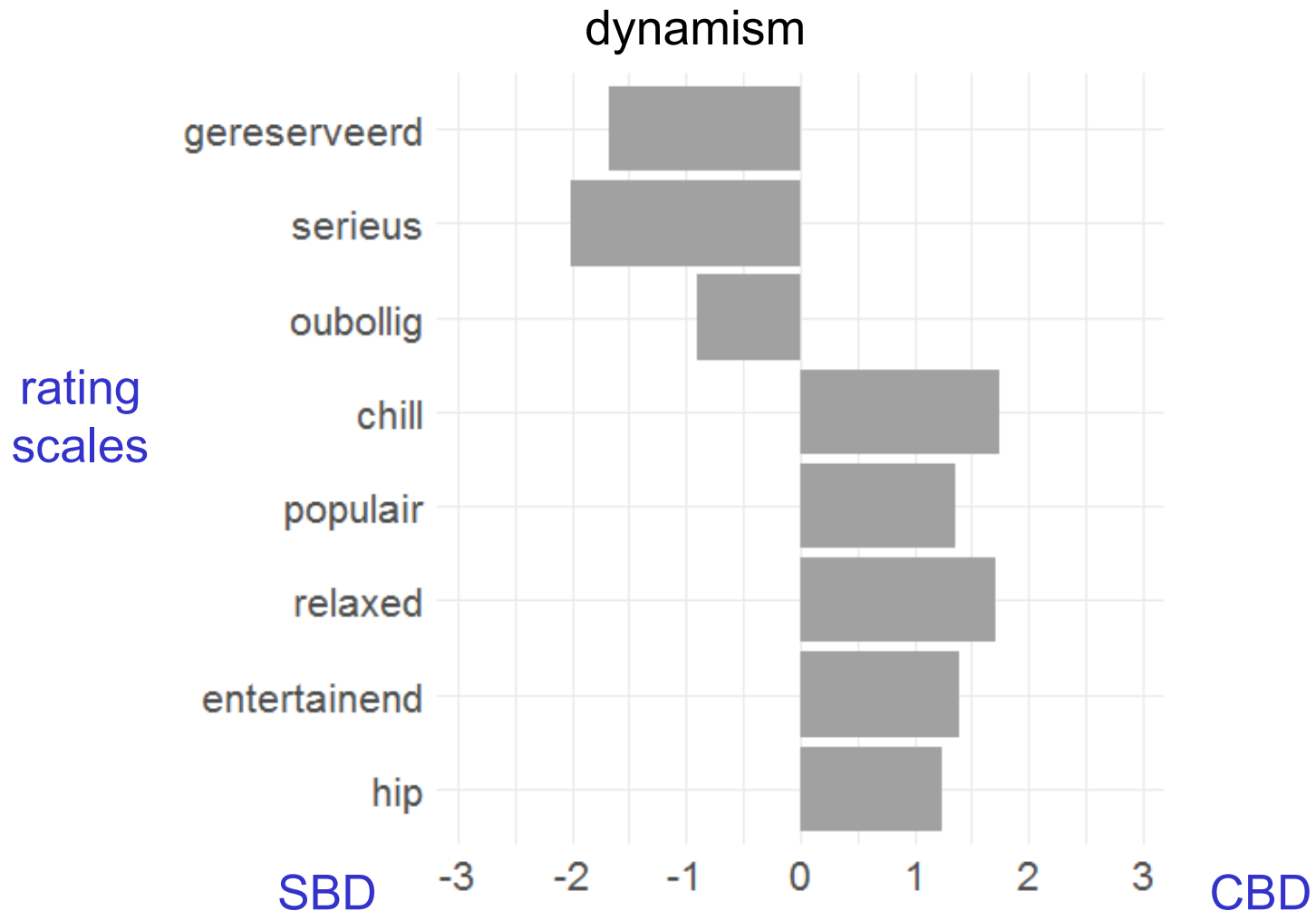
results – explicit rating task



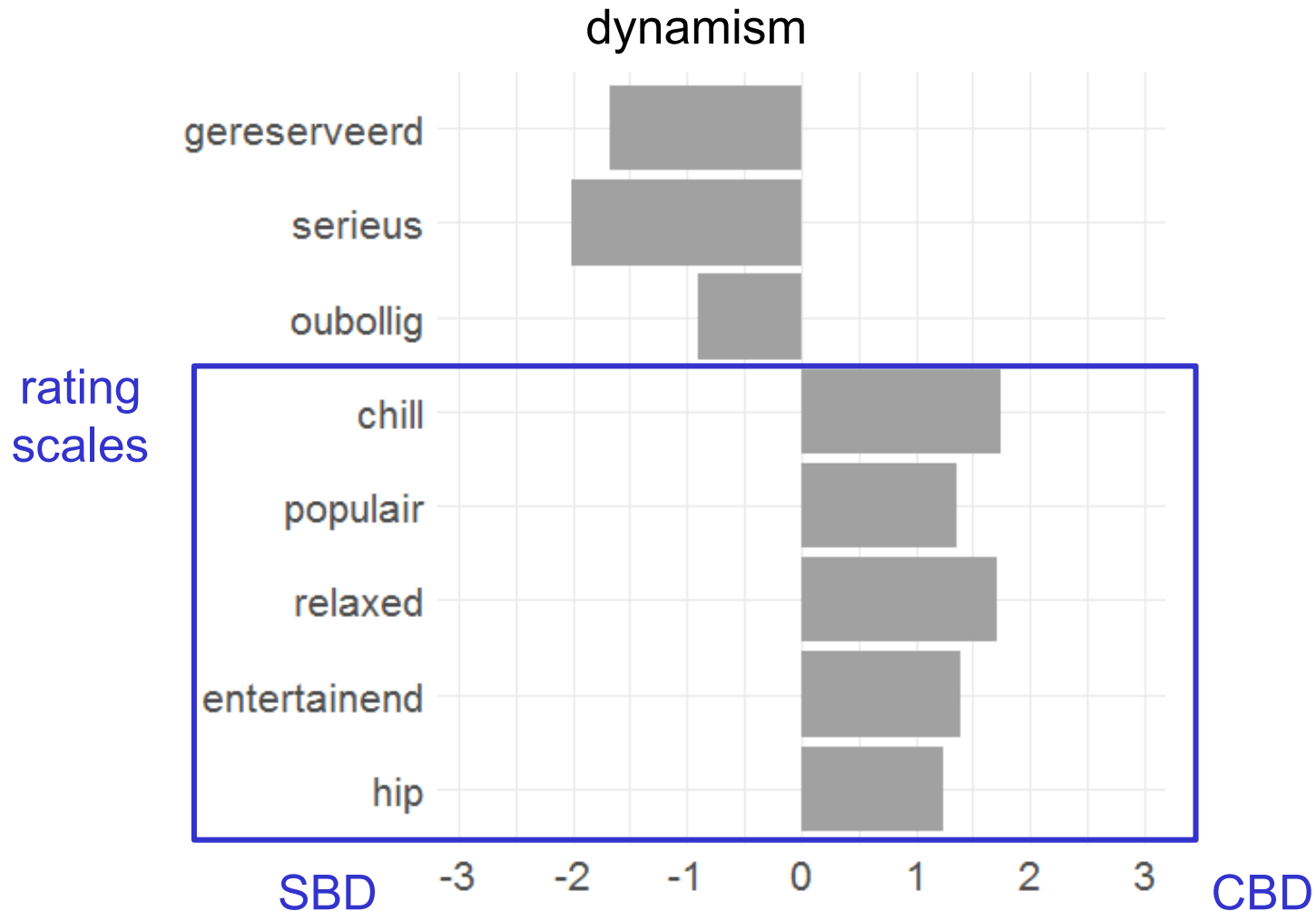
results – explicit rating task



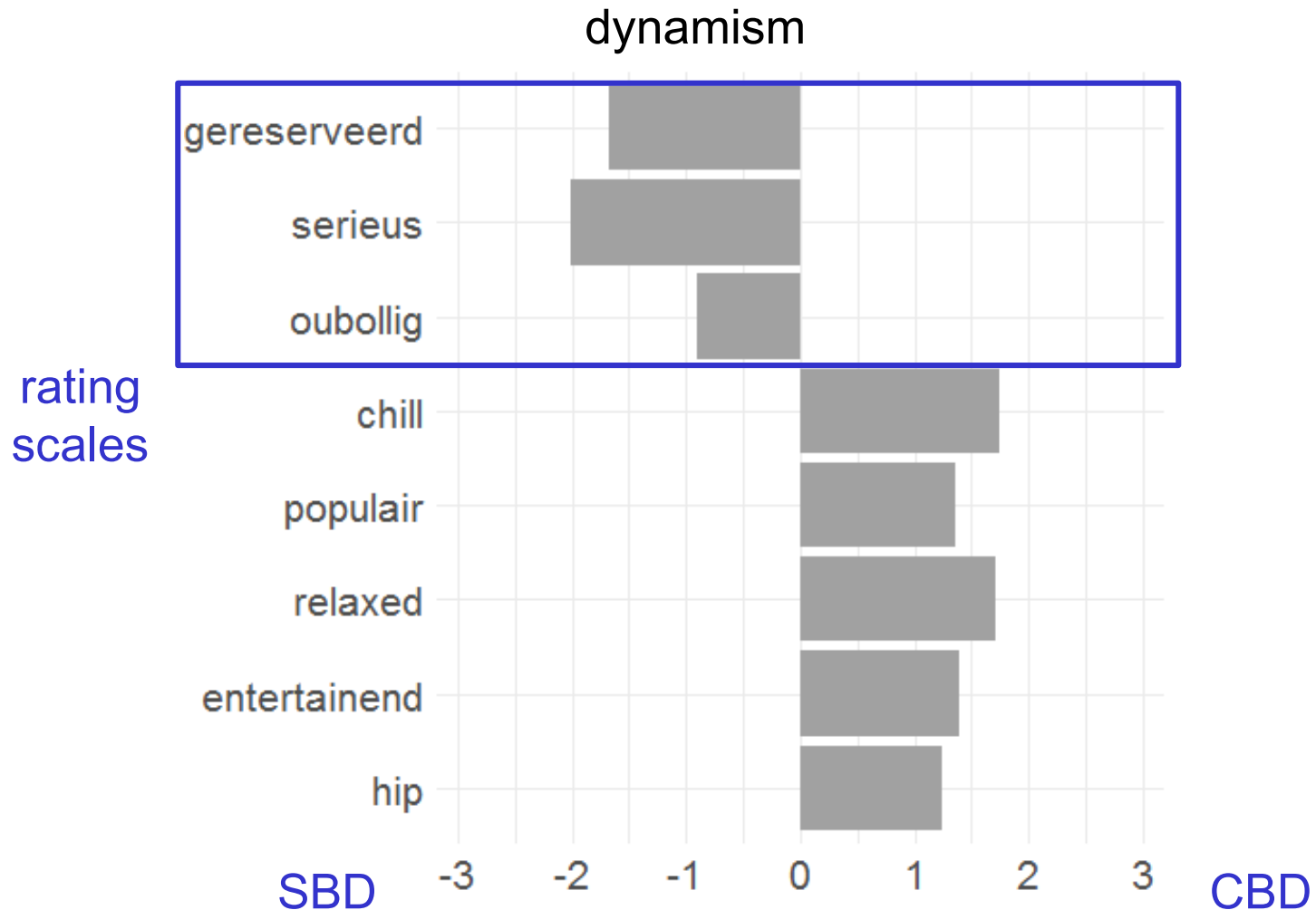
results – explicit rating task



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results – explicit rating task



results – explicit rating task

	TV hosts	first names	fragments	tussentaal	dialect
<i>factor 1</i> <i>factor 2</i>					
<i>factor 3</i>					
<i>explained variation</i>					

results – explicit rating task

	TV hosts	first names	fragments	tussentaal	dialect
<i>factor 1</i> <i>factor 2</i>	prestige & dynamism				
<i>factor 3</i>					
<i>explained variation</i>					

results – explicit rating task

	TV hosts	first names	fragments	tussentaal	dialect
<i>factor 1</i> <i>factor 2</i>	prestige & dynamism				
<i>factor 3</i>	seriousness/ formality	seriousness/ formality			social insignificance
<i>explained variation</i>					

results – explicit rating task

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<i>factor 1</i> <i>factor 2</i>	prestige & dynamism				
<i>factor 3</i>	seriousness/ formality	seriousness/ formality			social insignificance
<i>explained variation</i>	0.59	0.64	0.60	0.53	0.50

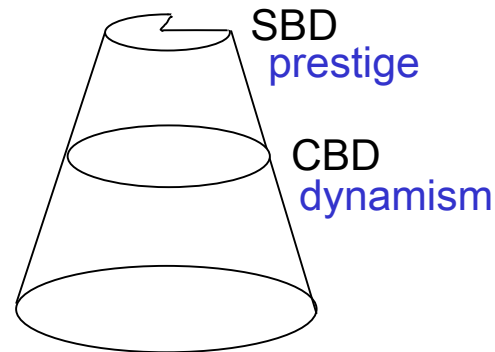
to sum up...

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- RRT:
 - outcome unclear
 - further research on using RRT for language attitude research required

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- RRT:
 - outcome unclear
 - further research on using RRT for language attitude research required
- rating task:
 - SBD ~ prestige; CBD ~ dynamism
 - even in direct rating task!



thank you!

questions? suggestions?

for further information:

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<http://www.ling.arts.kuleuven.be/qlvl/laura>

